

Magazine: SHOWBELL

Issue: 1/00/83

Total Pages: 28

PHILIP MORRIS
ADSMIN
SEPCOMPETITIVE
ADSSIZE/
COLOR

REMARKS

MARLBORO L+100L
298 pg:6

19

KENT III+KENTII
190 pg:16TRUE
241 pg:23

N/B

OFF: "THE PROGRAM" &
1/4 BW AD.

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$13,562

PRINTED IN U.S.A.

MOORE BUSINESS FORMS, INC. NO.

2040702898

Magazine: SHOWBILL
Issue: 2/00/83

Total Pages: 40

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|----------------------|------------|--------------------|----------------|---------|
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|--|--|---------------------|--|--|
| | | TRUE # 229 pg:20 | | |
|--|--|---------------------|--|--|

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|---------------------------|---|--|--|--------------------------------|
| MARLBORO+L # 810 pg:12 | 9 | | | OPP: "PROGRAM" & 1/4 BW AD. |
|---------------------------|---|--|--|--------------------------------|

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|--|--|-------------------------|--|--|
| | | KENT III # 193 pg:22 | | |
|--|--|-------------------------|--|--|

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|-----------------------|---|--|--|---------------------|
| BAH UL # 121 pg:29 | 6 | | | OPP: "HOT TICKETS". |
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| | | VANTAGE+ULTRA # 412 pg:36 | | |
|--|--|------------------------------|--|--|

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| TOTAL CIGARETTE ADS = 5 | TOTAL ADVERTISING = | \$23,310 |
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2040702899

Magazine: SHOWBILL

Issue: 3/00/83

Total Pages: 32

PHILIP MORRIS
ADSMIN
SEPCOMPETITIVE
ADSSIZE/
COLOR

REMARKS

SATIN+M

108 pg:20

MARLBORO+L
079 pg:10

7

OPP: "THE PROGRAM" &
1/4 BW AD.

KENT III+KENTII

190 pg:18

VANTAGE+ULTRA

415 pg:25

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$18,648

2040702900

Magazine: SHOWBILL
Issue: 4/00/83

Total Pages: 36

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|-----------------------|------------|-------------------------|----------------|------------------------------------|
| | | SATIN+M # 116 pg:20 | | |
| B&H UL # 126 pg:10 | 7 | | | OPP: "THE PROGRAM" & 1/4 BW AD. |
| | | KENT III # 193 pg:20 | | |

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$13,986

Magazine: SHOWBILL
Issue: 5/00/83

Total Pages: 40

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|----------------------|------------|--------------------|----------------|---------|
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| | | TRUE+M | | |
| | | # 261 pg:20 | | |
| MARLBORO | 9 | | | OFF: "PROGRAM" & 1/4 |
| # 886 pg:12 | | | | BW AD. |
| | | SATIN+M | | |
| | | # 108 pg:22 | | |
| | | MORE L100M | | |
| | | # 101 pg:29 | | |
| PLAYERS+M | 6 | | SF | |
| # 114 pg:36-37 | | | | |

-TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$27,972

2040702902

Magazine: SHOWBILL
Issue: 6/00/83

Total Pages: 40

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
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| | | TRUE+M # 261 pg:2C | | |
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| B&H UL # 131 pg:12 | 19 | | | OFF: "PROGRAM" & 1/3 BW AD. |
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| | | SATIN+M # 116 pg:22 | | |
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| | | MORE L100M # 103 pg:30-31 | SF | |
|--|--|------------------------------|----|--|

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| PLAYERS+M # 130 pg:3C | 17 | | | OFF: "DEAR SHOWBILL" & "MASTHEAD". |
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| TOTAL CIGARETTE ADS = 5 | TOTAL ADVERTISING = | \$27,972 |
|-------------------------|---------------------|----------|

2040702903

Magazine: SMDWBILL
Issue: 7/00/83

Total Pages: 36

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|--|------------|------------------------------|----------------|---------------------------------------|
| | | KENT GL+GL100 # 219 pg:20 | | |
| MARLBORO L+100L # 309 pg:10 | 17 | | | OPP: "PROGRAM" & 1/3 BW AD. |
| | | SATIN+M # 108 pg:20 | | |
| | | MORE # 253 pg:27 | | |
| PLAYERS+M # 126 pg:30 | 17 | | | OPP: "DEAR SHOWBILL" & "MASTHEAD". |
| TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$23,310 | | | | |

2040702904

Magazine: SNOWBILL
Issue: 8/00/83

Total Pages: 44

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|----------------------|------------|--------------------|----------------|---------|
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| | | SATIN+M # 116 pg12C | | |
| | | VANTAGE UL+100 # 148 pg19 | | |
| B&M LTS # 216 pg116 | 16 | | | OPP: "PROGRAM" & 1/4 BW AD. |
| | | KENT III+100 # 240 pg124 | | |
| PLAYERS 100+M # 102 pg131 | 16 | | | OPP: "ON A PERSONAL BIAS". |
| | | MORE M # 110 pg138 | | |

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = \$27,972

2040702905

Magazine: SHOWBILL
Issue: 9/00/83

Total Pages: 40

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|--|------------|-------------------------------|----------------|------------------------------------|
| | | TRUE+M # 272 pg:20 | | |
| PLAYERS 100+85M # 114 pg:12 | 7 | | | OPP: "THE PROGRAM" & 1/4 BW AD. |
| | | SATIN+M # 114 pg:22 | | |
| | | VANTAGE UL+100 # 148 pg:29 | | |
| MARLBORO+L # 910 pg:36 | 6 | | | OPP: "THEATRE SCENES". |
| TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$23,310 | | | | |

2040702906

Total Pages: 40

PHILIP MORRIS

END

439
NEW

COMPETITIVE

514

13715

SYNOPSIS

| | | | | | |
|-------------|-------|-------|-----|---|----------------------|
| TRD:M | # 280 | pg:20 | N/B | | |
| B&H LTB | # 218 | pg:12 | | 9 | Opp: "PROGRAM" & 1/3 |
| | | | | | IM AD. |
| SATIN+M | # 116 | pg:22 | | | |
| VANTAGE+100 | # 425 | pg:31 | | | |

--TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$18,234

2040702907

Magazine: SNOWBILL
Issue: 11/00/83

Total Pages: 40

PHILIP MORRIS
ADS

MIN
SEP

COMPETITIVE
ADS

SIZE/
COLOR

REMARKS

| | | | | |
|---------------|---|----------------|-----|-----------------|
| | | TRUE-M | | |
| | | # 284 pg120 | N/B | |
| PLAYERS 100-M | 9 | | | OPP: "PROGRAM". |
| # 121 pg112 | | | | |
| | | KENT III+100 | | |
| | | # 265 pg122 | N/B | |
| | | | | |
| | | VANTAGE UL+100 | | |
| | | # 148 pg131 | | |
| | | | | |

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$17,900

2040702908

Magazine: SNOWBALL
Issue: 12/00/83

Total Pages: 44

| PHILIP MORRIS ADS | MIN SEP | COMPETITIVE ADS | SIZE/ COLOR | REMARKS |
|-------------------------|------------|------------------------------|----------------|--------------------------------|
| | | TRUE M # 279 pg:20 | N/B | |
| B&W L+ML # 222 pg:14 | 9 | | | OPP: "PROGRAM" & 1/4 BW AD. |
| | | KENT GL+GL100 # 220 pg:24 | N/B | |
| | | MORE L100M # 105 pg:35 | | |

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$17,800

2040702909